MODERN JEWELLERS | BAREILLY & PILIBHIT | EST. 1965

The Complete Bridal Gold Jewellery Buying Guide for Bareilly Brides

Everything to know before you buy — purity, pricing, hallmarking, and how to choose pieces you'll want to wear long after the wedding.

Shopping for bridal gold jewellery is exciting, but it's also one of the bigger purchases a family makes — and Bareilly has no shortage of options claiming to offer “the best gold rate in town.” This guide cuts through that noise. It's written for brides and families in Bareilly who want to buy with confidence, not just excitement.

1. Start With Purity: Know What You're Actually Buying

Gold jewellery in India is sold in different purities, and the difference matters more than most first-time buyers realise.

- **24K gold** is 99.9% pure but too soft for jewellery that needs to hold stones or intricate design.
- **22K gold** (91.6% pure) is the standard for most Indian bridal jewellery — a balance of richness and durability.
- **18K gold** (75% pure) is common in diamond and stone-studded pieces, where the setting needs extra strength.

For bridal sets meant to be worn for years — and eventually passed down — 22K is usually the right call for traditional pieces, while 18K makes sense for diamond-heavy designs.

2. Always Check the Hallmark

Every piece should carry a **BIS Hallmark**, which confirms purity through:

- The BIS logo
- The purity grade (e.g., 916 for 22K)
- A six-digit HUID (Hallmark Unique Identification) number

The HUID is the most important part — it's traceable to the exact piece on the BIS portal. If a jeweller can't explain their hallmarking or seems reluctant to show it clearly, that's a red flag, regardless of how attractive the pricing looks.

3. Understand How You're Actually Being Charged

Your final bill isn't just “gold rate × weight.” It typically includes:

Component	What It Covers
Gold rate	Set daily, based on market price
Making charges	Labour and craftsmanship — varies by design complexity
Wastage charges	Sometimes bundled into making charges — always ask
GST	3% on the total value (as per current regulations)

Making charges can vary significantly between a simple design and an intricate, hand-finished bridal piece. Always ask for making charges as a **percentage or flat rate**, in writing, before finalising — not as a vague verbal estimate.

4. Match the Jewellery to the Occasion, Not Just the Trend

Bridal shopping often means buying for multiple events — the wedding day itself, the reception, sangeet, and everyday wear afterward. A few practical questions to ask before choosing:

- **Will this be worn again?** Heavy statement pieces are stunning for the wedding day but may sit unused afterward. Balance one or two heritage pieces with lighter, versatile ones.
- **Does it suit the outfit's neckline and colour?** A jeweller who asks about your outfit before showing pieces is doing it right.
- **Is the stone setting secure for a full day of wear?** Bridal jewellery gets worn for many hours — ask specifically about setting durability, not just appearance.

5. Old Gold Exchange: What to Expect

Many families offset the cost of new bridal jewellery by exchanging old gold. A transparent jeweller will:

- Weigh and test purity in front of you
- Explain any deductions clearly (for stones, enamel work, or wear)
- Show the current exchange rate before calculating value

If this process feels rushed or unclear, ask more questions before proceeding.

6. Why Buying Locally in Bareilly Matters

Bridal jewellery isn't a one-visit decision — there's usually a design consultation, resizing, last-minute additions, and after-the-wedding care like cleaning and repair. Buying from a **Bareilly-based jeweller with a physical showroom** means:

- You can try pieces in person under proper lighting, not just on a screen

- Resizing and after-sales service don't involve shipping jewellery out of the city
- You're dealing with a business that has a long-standing local reputation to protect — not just a rating on an app

Modern Jewellers has been serving Bareilly families since 1965, across three generations. That kind of continuity matters when you're making a purchase you expect to keep for decades.

7. A Simple Pre-Purchase Checklist

- BIS Hallmark with visible HUID on every piece
- Making charges quoted clearly, in writing
- Purity (22K/18K) explained for each item
- Old gold exchange value shown before deductions
- Return/exchange policy explained upfront
- Certificate provided for any diamonds or gemstones

Visit Modern Jewellers in Bareilly

Our showroom team can walk you through hallmarking, current gold rates, and designs suited to your wedding functions. We also carry Silver Square, our silver jewellery line, for sangeet and lighter occasion wear.

Frequently Asked Questions

What is the ideal gold purity for bridal jewellery?

22K gold is standard for most traditional bridal sets. 18K is common for diamond-studded pieces where the setting needs added strength.

How can I verify a jeweller's hallmark is genuine?

Check for the BIS logo, purity grade, and six-digit HUID number, then verify the HUID on the official BIS portal.

Does Modern Jewellers offer old gold exchange?

Yes — gold is weighed and purity-tested in front of you, with the exchange rate and any deductions explained before final calculation.

Can I get bridal jewellery customised?

Yes, our Bareilly showroom offers design consultations for customised bridal pieces alongside our ready collection.